

THE ORIGINAL

# Moonbeams

BY COLONEL LITTLE

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## Baseball Spring Training Season is ripe

BUT NOT IN THE SPRINGS!

IN THE VALLEY OF THE MOON

Fearless Prediction: No more rain before Monday! But wasn't that a douzie Monday, and again Tuesday morning, winding up at about noon with hail and almost a cloudburst. Maybe we'd better turn off the water about now and turn on lots of sunshine.

**A woman who's too tired for words will usually tell you all about it. VALLEY JEWELERS, Boyce. Gifts. Guaranteed repairing.**

But notice what the copious rains have done to our flowers and lawns. Spring's bustin' out all over. The weeds also seem to like it. Camellias are out, also most of the spring flowering bulbs. Ranchers can do little field work yet, because the ground is pretty soggy, but a few days of sunshine and everything will be all right.

**SPEAKERS' CONTEST —Tuesday at Palms Inn. Lions Club—and it's Ladies' nite. Bring the wife. Brilliant speakers!**

Ol' Doc Little has done rather well with his first patient—the Missus. Following that eye operation she got some terrific headaches. For years and years she's been scared of aspirin; seems a druggist once told her never to take any. But, finally persuaded, she took a couple, and in no time at all the headache had vanished. There have been some repeat doses, but now she's all reconciled that relief is worth whatever risk she thought there was.

**BOYES SPRINGS FOOD CENTER. A complete quality, one-stop market, with competitive prices. Take-out license. Stop in.**

Can't quite figure out some of the music we're listening to of late. If a phrase normally has 16 measures in it, the writers are likely to add an extra measure or two. Illustration: Lichtenstein Polka. It starts out with three beats—Yah! Boom! Boom! then gets into its reg-



ular rhythm, disconcerting everyone who knows time. Perry Como in one of his latest hits has a few extra measures that ball everything up. Of course the old hill-billy guitarists added an extra measure or two, spoiling everything, and such Spanish songs as Valencia and Don't Let the Stars Get in Your Eyes are both badly constructed from a harmonious whole.

**JIM' SMEATS, at Boyes Springs Food Center. Top quality always. We cut to your order. Fresh poultry. Delicatessen department.**

With incorporation studies about completed, we foresee a spirited fight when voters have a chance to say Yes or No. Those against the proposal have only one argument (and it's a frail one) that "it'll raise our taxes." That's bushwa. It's much more likely to reduce them, and in addition we'll get something for our tax money.

If the facts, financially, are presented in easily understood manner, it may be that some of the opponents might be converted. Mebbe not. (Just learned that all new cities in the state will get an additional repayment from the state for various taxes which now go to county funds.)

**BROADWAY CAFE, Sonoma. Mendel Cader, manager. Serving luncheons, dinner—even will make you some hotcakes. Cozy-like!**

A state forestry employe down in Chatsworth gave us a half dozen evergreens about five years ago; maybe a foot high. Brought five along with us, and now they're higher than we are. A deodora out in front is starting to look like a real Christmas tree, but Ray Loper says we've got to stake it up and train it in the way it should go—and do it pronto. So that's our task for next Sunday.

**WAYNE POWERS, Pool Maintenance. Quality service. Chemicals, repairs, heaters. Six years in business. Call Liberty 5-2955.**

The short-sighted midwest farmers, many of them, want Benson to quit as secretary of agriculture. Benson's ideas are the best that any secretary has had since Hoover days. Farmers, especially in California, would much rather forget the price supports and such and be allowed to farm the way they want to and rely on the law of supply and demand. Do we want to pile up surpluses forever?

**VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.**

Paul and Dottie Bishop at the Bathhouse Restaurant have been doing their spring cleaning and painting. Result: Bright and shiny new chairs and tables and such in the little restaurant which is steadily finding new friends and customers because of its good coffee, giant hamburgers, and good food in general.

**VALLEY OF THE MOON CLEANING PLANT, Hwy. 12, Boyes. Fast service. Free pickup. All work done on premises. WE 8-5830.**



Never have got to care much for instant coffee; but do you know how long it's been around? Thirty years ago we got G. Washington instant coffee at drugstore counters. Then came caffee-hag, but that isn't really a nice-sounding name, and it was taken over by Sanka. Now almost every major brand has an instant, the very latest probably being DeCaf.

**MIKE & ROSE'S MARKET, Boyes. Open Wed. to Sat. 10 to 6 except on Saturday, 9 to 7. Highest quality meats. Groceries.**

You know, that wide and smooth new entrance highway into Santa Rosa from the Valley makes a mighty good impression on the traveler. A similar widening around the Springs area would have a similar effect. Let's get to work on it.

**SONOMA GOLF & COUNTRY CLUB, Arnold Drive. Finest food always. Try our Clown Room. Henry Goulette, manager.**

Jack London did most of anyone to spread the fame of the Valley of the Moon. But there's mighty little evidence hereabouts that we ever heard of Jack. Exceptions: His picture may be found in Rustic Inn, Glen Ellen, and Junior's Resort, Boyes. But we certainly could do more than that to bring the community in closer touch with its first promoter.

**ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971**  
**Prescription Specialists                      Veterinary Supplies**

Frank A. Clarvoo has a clever bit of fiction in this week's issue of SatEvePost. Who Clarvoo? For years he was editor of the San Francisco News, now retired. He had a home on Russian river, and his English cocker spaniel ran away with a carnival and landed at our home in Cotati. Took us a year to find out his history, then got in touch with Clarvoo; he came up in his big boxcar-size Cad and stayed about an hour, finally deciding the dog was better off with us than with him down in the city. Read the story. It's good.

**BANCROFT NURSERY, Sonoma. Potted plants, corsages, flowers for weddings, funerals, hospitals. We deliver—anywhere.**

The candidates are getting in touch with us. Clem Miller says he's for "democracy in unions." Maybe we'll vote for him. Abshire should have little trouble getting reelected to the state senate. Knowland will be our next governor, but we're afraid Knight isn't going anywhere. Check with us next November.

**BATHHOUSE RESTAURANT, on the veranda. Merchants' light lunch. Giant Hamburgers, Farmerburgers. Finest food, low cost.**

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If you've known Jim Honey, why not drop up to his house and visit a little. Jim had a leg amputated at an Oakland hospital during the winter, but is now home but in a wheel chair. He was Valley of the Moon fire chief for several years, prominent in many local civic organizations, and quite a boy in many ways. He'll be glad to see you.

**MENDEL'S CAFE, Boyes Plaza. Serving daily from 12; Sunday, 5 to 10. Spanish foods. Pizza. Steaks. Seafood. Cocktail bar.**

Could be we're dumb, but we can't see how a tax cut will help any of the folks who are out of work or on short time. Such a cut, if made, won't help a bit until next year, and that's a long time to wait. Far better would be to get the highway building program in high gear, take up some of the work projects similar to WPA, revitalize the CCC camps, do what government building is needed—but at least DO something!

**FOUR CORNERS CAFE, So. Broadway. Featuring Linguica, acclaimed by experts. 12 other varieties. Imported, domestic beer.**

Happened somewhere else, but it certainly applies to Boyes Hot Springs. The question: "Why do we live in this postal district but we must have our mail address as Sonoma?" And the answer: "To confuse the Russians." It's a sane answer. There can be no other good reason.

**GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.**

Stein club has a meeting scheduled for Sunday afternoon at 2 at Our Resort, El Verano. You can expect there'll be something to eat and a most congenial afternoon.

**OUR RESORT, El Verano. Home of draft beer, and the Stein Club. Harvey and Melina will serve you. Friendly atmosphere.**

Lions club heard a fine talk and watched various equipment demonstrations presented by Jim Beach of the Vallejo office of the Pacific Telephone and Telegraph company at its meeting Tuesday night at Palms Inn. Beach answered a flock of questions put to him.

Next Tuesday at the Palms, the local club is host to a zone speakers contest, with speakers from Vallejo, Napa, Calistoga and Valley clubs. Winner goes on to a district contest, then state and national, with substantial prizes all the way.

It's Ladies' night and Secretary John Notley is urging that every Lion bring his wife and family and join in.

**RICHFIELD SERVICE, main corner, Boyes. Best equipped station in the Valley. Bud Delaney, proprietor. S & H Stamps.**

'Nother El Verano event: Next Thursday evening, first Thursday in the month, El Verano Improvement club will meet at its clubrooms across the street from Little Switzerland. There'll be a program,



some good speakers, and the customary splendid array of good food and drink.

**FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.**

Here's a scoop story, a little honey, but we're obligated not to mention any names. You know some thief took about \$100 in currency which was on display at Denny's COG club, collected for Hanna Boys Center. A prominent rancher of the Valley learned about it, stopped in at Denny's the other day and wrote out a check for \$75 to go into the Hanna fund. Certainly a humanitarian and a good guy! And another localite added another \$30 to make good the whole sum.

**MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.**

Jim Maher, the meat expert at Boyes Springs Food Center, is back on the job after a flying visit to see his brother in Porterville (or was it Chatsworth?). In his absence, Bud Maffei filled in a most satisfactory fashion.

**RUSTIC INN, Glen Ellen. Center of town. Last of the original 11 taverns. Jack London liked the place. It's western!**

The new Trueman Yardage and Clothes Shop has its real opening today and tomorrow, though it has been open for two weeks. Mrs. George Trueman has opened the shop at the rear-side of the jewelry store on the highway, and has a varied stock of yardage, women's lingerie, dresses, hosiery, accessories and men's needs such as shorts, shirts, etc. Additional stocks are arriving daily. The shop is worth your inspection, and you'll be cordially welcomed this weekend at the opening.

**LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.**

Actually, it's only six weeks till the April 15 deadline for your income tax return. Ed Reedy, Boyes tax consultant and accountant, can help you with your return, quite likely save you some money, and a lot of work and worry. His charges are moderate.

**MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.**

"I bought my wife Henny a mink outfit," said Jim Backus on a recent TV show. "A set of traps and a hunting rifle."

**CHEF CARDINI'S RESTAURANT, Glen Ellen. Fastidious in its meals, drinkables. Comfortable, luxurious. We cater anywhere.**

One of Herb Caen's: Joe Frisco got a job in San Francisco after a long streak of unemployment. On his opening night, his pal Bing Crosby not only showed up with a mob of spenders, he sang a song



during Joe's act. Afterward, Frisco beamed to Owner John Sobrato: "How didja like THAT?" "Well," mumbled John, "YOU can stay—but that singer has gotta go!"

**ELECTRONIC DRIVE-IN—TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.**

A tantalizing news brevity comes from Des Moines. It says a prison parole made so much money he hired his former parole agent away from the prison staff to work for him at more than the state paid the agent. Yes . . . But working at what? Give, pals, give!

**EL DORADO HOTEL, Sonoma. John Merlo, prop. Complete menu, Italian foods a specialty. Friendly, western atmosphere.**

**LAZY R & T SHOP, 412 First St. East, Sonoma. Second Hand Variety Store—used tools, gifts, furniture. Machine saw filing.**

Here's a cutie we grabbed somewhere:

The owner of a big, chrome, expensive-type car the other day drew up alongside a big-sized vehicle which sported the familiar sign: "Help Stamp Out Cadillacs."

He leaned out the window. "Say, young fellow," he drawled, "what cycle you got that thing in now—wash, rinse or dry?"

**PLAZA LIQUORS (next to B of A, Sonoma). Off-sale liquor, wine, beer, soft drinks. Party favors. Novelties. Exotic foods.**

**PALMS INN, Verano. The Inskeeps your hosts. Home of the Lions. Excellent food, excellent drinks. Meet Carl, Jerry, Rene!**

"What has four legs, is purple, and eats people? You don't know?"

"Why, a four-legged, purple people-eater."

**FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. Soda fountain. A super drug store.**

**PAUL'S OLD RANCHERO, Verano. Superior dinners, cocktails. Banquets a specialty. Music Saturdays—Paul and Buff.**

A Doug Pledgerism: "America is the only country on earth where a man can ride in his own automobile to collect his unemployment checks."

**LEE'S CHUCK WAGON, Sonoma highway. Prime ribs. Charcoal broiled steaks. Salad bar. Finest mixed drinks in western style.**

**DENNY'S COG CLUB, Boyes. Gathering place for sportsmen—fishermen, hunters, football and baseball fans. Congenial always.**

Reprinting just a portion of an excellent commentary by Bill Romwall, brother of Oden Romwall of Boyes, who has a regular column in the Berkeley Review. He reflects:

"Elections are decided by the Enigmatic Giant.

"E. G. is that area of the body politic which is in neither camp E. G. never attends rallies for either party or partisan group. He shrugs off pollsters, ignores mass meeting invitations, refuses to read



the glazed paper multicolor 'literature' of either side—turns a deaf ear to broadcast and to personal argument.

"Then, election morning—he stirs—he looks over the field—he searches perfunctorily for a minute or so for the long-lost sample ballot. He stops on the way to work, or postpones until the trip home or arranges to walk the block or two with a neighbor of the polling place—and he casts the deciding vote.

"What guides his hand to what place on the ballot is his own secret. Time and time again he has crossed up pollsters, made monkeys of great publishing houses, driven sure-fire survey experts to the verge of insanity and to bankruptcy.

"... Probably—in candidates for office—sincerity is as good a method as any. The electorate does seem to have an uncanny recognition of the phoney. Maybe not the first, or even the second or third try—but eventually he will accept and reward the genuine article. We have seen smear campaigns succeed in local elections—sometimes two in a row. But eventually the smearers have been weeded out—or pretty much thinned out—and the forthright recognized and given the power by the people. By the Enigmatic Giant, the inscrutable—who decides all elections in the free world."

**BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEBster 8-2686.**

Nothing upsets a woman as much as having company drop in to see the house looking as it usually does.

**SONOMA GROVE, Hiway 12 south of Boyes. Finest food and drinkables, homelike atmosphere. Italian foods, too. Seafood.**

### **PLANNING A VACATION? THEN PLAY IT SAFE!**

Are you perhaps getting ready for your two-weeks-with-pay vacation? Are you safely ready? Here are suggestions for you vacationists before you leave home.

**NEWSPAPERS:** Stop their delivery. Or, ask the carrier to forward a vacation pack once a week.

**MILK:** Cancel until you return.

**WATER:** Tighten all faucets, inside and out. Leave lavatory and tub drains open.

**ELECTRICITY:** Turn off the master switch, or unplug all lights and appliances.

**DOORS AND WINDOWS:** Lock them, but leave your shades at usual height.

**MAIL:** Make arrangements with a neighbor or the postmaster so it won't pile up.



**NEIGHBORS:** Leave your vacation address and a key with a dependable neighbor. She can take in packages or telegrams, check for leaks, water heater and signs of theft.

Make your vacation a real refresher. Take these precautions and cease to worry about the house you left behind.

**SONOMA MISSION INN**, Boyes. Noted for splendid cuisine, its excellent bar, luxurious accommodations. Pay us a visit—soon.

**B & L LAUNDROMAT**, on hiway, Fetters. Save time and money—wash, dry, iron, right here. Especially during the cold season.

### A PROGRAM FOR THE SPRINGS AREA

Complete citywide paving, curbing, and sidewalks.

Roadside turnout parks (we're 20 years behind) thruout the Valley.

A name for Highway 12 suitable for our new city.

A local chamber of commerce, devoted to Springs area promotion.

A bank of our own.

Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

Traffic and parking control in the entire area.

A bridge across Sonoma river, connecting Craig and Thompson.

Procuring of rural delivery and carrier service, from Boyes postoffice.

A suitable name for the area, preliminary to incorporation as a city.

More facilities, use, and suitable names for local Recreation District parks.

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

**BUD'S GARAGE**, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

**Maybe not the largest weekly circulation in the Valley, but certainly Moonbeams is the most carefully read of any. Which makes it the best advertising medium.**

**R. A. "BOB" MILLER — "Yours for Life"**  
Insurance Exclusively      Next to Telephone Co., Sonoma